

# Keeping In Touch

In this cyber-age that we live in today, everything is instant. We have instant messaging, instant food like coffee and noodles, and almost instant everything else that people have grown impatient and will does not have the patience to wait anymore. They demand instant results and instant gratification.

The Couriers and Local Delivery Services industry used to be one industry that seemed to be on the wrong end of this development in society. In a survey by IBISWorld from 2008 to 2012, it found that although the general economy will continue to pick up, revenue growth for the Couriers and Local Delivery Services industry will be minimal.

This could be because the industry was viewed as a mature business, characterized by slim margins of profits, a steady demand and slow but stable revenue growth rates of only about 1% per year since 2008. However, all this is expected to change as it is projected that from 2013 to 2018, a healthy annual revenue growth of 4% is anticipated. This growth will be mostly driven by the private sector. In particular, turnover of private courier services should expand by 45% in the next five years. This would represent a dominant 61% share of the industry by the end of 2018.

Part of the reason for this optimism is that the industry has finally found its niche in today's instant world. It has been able to pick up on a revival of family values in society and the yearning of people to continue to stay in touch.

Although modern technology allows people to easily keep in touch with one another when they are physically far apart, it has also ironically resulted in most people forgetting about keeping in touch with those who are physically close to us. In a way, it is a reverse of the situation "Out of sight, out of mind".

The basics of keeping in touch are simple. In our modern society, using email or skype or chatting online are probably what would immediately come to mind. However, there are also the traditional ways like writing and sending letters, sending cards and gifts.

The niche discovered by courier and delivery companies like H & B Disher [Courier Canada](http://www.dishercourier.com) is that they specialize in what is known as mission critical services. This means they can provide not only [Same Day Courier Toronto](http://www.dishercourier.com) services but also throughout the whole of Canada and North America. So the next time you need something delivered immediately, why not give them a call?

<http://www.dishercourier.com>